

California Office of Traffic Safety - Quarterly Performance Report (QPR)

GRANT NUMBER

MC1001

GRANT AGENCY

California Highway Patrol

REPORT PERIOD

October – December 2009

OTS REGIONAL COORDINATOR AND PHONE #

Julie Schilling (916) 509-3018

GRANT INFO

Grant Title:	Look Twice, Save a Life
Grant Duration:	10/01/2009 - 09/30/2011
Final QPR and Executive Summary	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Schedule C Completed/Attached (if applies)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If not, please explain on page 2
Report Prepared By (include name/rank/class):	Janise Truelock, Associate Governmental Program Analyst
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Phone:	916-843-3398

BUDGET INFO

Quarterly Claim OTS-39 and 39a Submitted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Equipment Valued Over \$5,000/ea Purchased?	Yes <input type="checkbox"/> No <input type="checkbox"/> Partial <input type="checkbox"/> N/A <input checked="" type="checkbox"/>
Full Time Personnel Hired?	Yes <input type="checkbox"/> No <input type="checkbox"/> Partial <input type="checkbox"/> N/A <input checked="" type="checkbox"/>
	If No/Partial, please explain on page 2.

Total Grant Award	<u>\$ 1,200,937.00</u>
Total Funds Claimed to Date on OTS-39 and 39a	<u>\$ 12,299.78</u>
Total Grant Balance	<u>\$ 1,188,637.22</u>
Total Program Income Collected (If Applicable)	<u>\$ 0.00</u>

I certify that this report is accurate and in accordance with OTS policies and procedures.

R. W. Maynard

Type Full Name – Grant Director

Signature – Grant Director

Assistant Chief

Title

Date

California Office of Traffic Safety - Quarterly Performance Report (QPR)

QUARTERLY OVERVIEW

Report summary of quarterly status. Discuss activity accomplishments, delays in hiring and/or procuring other grant budgeted items. Identify grant agreement modification needs. All cumulative data is for the Federal Fiscal Year; October 1 through September 30.

10/01/09 - 12/31/09 – During this reporting period, the Operations Plan was issued, the media contractor was contacted regarding the media plan, the Department's language survey was used to determine language needs, and the kick off media release was issued.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

EQUIPMENT PURCHASED OVER \$5,000

Report on Equipment purchase(s) (over \$5,000) status. If delayed, include justification and reasons for delay. Detail steps taken to accomplish purchase and steps still required, i.e., bid, purchase order or requisition, delivery, invoice received and/or paid, OTS-25 submitted, etc.

No funding is provided for this cost category.

GRANT GOALS AND OBJECTIVES

List and provide status on goals and objectives. Although statistics may be reported on the Schedule C, include delays in obtaining data, analysis of current statistics with base year statistics, explanation of problems, delays, what steps will be taken to complete, and adverse conditions or favorable developments which benefit the grant.

Goals

- 1. To reduce by 5 percent, motorcycle-involved fatal collisions in four counties, from the 2007 baseline of 187 to 177, by September 30, 2011.**
- 2. To reduce by 5 percent, motorcycle-involved injury collisions in four counties, from the 2007 baseline of 5,156 to 4,898, by September 30, 2011.**

Objectives

- 1. To develop and issue an operational plan establishing the policies and procedures for the project implementation by December 31, 2009.**

10/01/09 - 12/31/09 – Not Accomplished. Deadline Missed. The operational plan was developed and approved by December 31, 2009; however, it was not disseminated to the applicable CHP Divisions until January 7, 2010.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

- 2. To establish an agreement with the CHP's media relations contractor to produce a media campaign to raise motorists' awareness of sharing the road with motorcyclists and promoting the use and safety of properly approved helmets by December 31, 2009. Produce and air two Public Service Announcements (PSA) within the targeted counties throughout the operations phase.**

10/01/09 - 12/31/09 – Accomplished. CHP met with the Department's media contractor tmdgroup, Inc. on December 2, 2009, and a media work plan was developed and approved on December 30, 2009. The plan includes completion of filming to produce a helmet safety DVD/Public Service Announcement (PSA), and final preparation for a "share the road" DVD/PSA. Both PSAs are scheduled for distribution and showing in movie theaters and on selected cable television stations in the targeted four counties.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

3. To identify CHP commands within the problem counties by December 31, 2009.

10/01/09 - 12/31/09 – **Accomplished.** Southern, Border, and Inland Divisions have been identified as the main CHP commands, within the targeted counties, where motorcyclist-involved fatal and injury collisions are the highest. These Divisions are currently in the process of taking steps to further identify CHP Areas within their jurisdictions to target specific high incident locations.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

4. To conduct a language assessment of the project service areas to determine needs for materials in languages other than English by January 31, 2010.

10/01/09 - 12/31/09 – **Accomplished.** The Department's language survey (attached) was used to determine needs for material in languages other than English in the problem counties on November 6, 2009. The predominant language in the affected areas, other than English, is Spanish.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

- 5. To submit a requisition for all items listed in the Schedule B, Budget Narrative, through channels to Grants Management Unit (GMU) for approval and forwarding to Purchasing Services Unit (PSU) by January 31, 2010.**

10/01/09 - 12/31/09 – On Schedule. Items have been identified and requisitions have been submitted as listed on the Schedule B.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

- 6. To issue a media release announcing the kick off of the grant project by January 1, 2010.**

10/01/09 - 12/31/09 – Accomplished. The kick off media release (attached) was issued on December 31, 2009. Copies of articles resulting from the press release are also attached.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

- 7. To develop and distribute promotional items to encourage participation in grant goals and objectives, educational presentations, etc. Promotional items will be distributed at appropriate venues (local fairs, events/venues, community engagements, etc.) throughout the operations phase.**

10/01/09 - 12/31/09 – On Schedule. Promotional items were identified and approved through OTS for purchase. Upon receipt of the items, they will be distributed at appropriate venues and events during the operations phase of this grant.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

- 8. To develop and distribute educational items, in identified languages, to encourage participation in grant goals and objectives, educational presentations, etc. Educational items will be distributed throughout the operations phase of this grant.**

10/01/09 - 12/31/09 – On Schedule. Educational items were identified and approved through OTS for purchase. Upon receipt of the items, they will be distributed at appropriate venues and events during the operations phase of this grant.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

9. To use the following standard language in all press, media, and printed materials:

“Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.”

10/01/09 - 12/31/09 – **Accomplished.** Standard language appears in the media release as well as the media work plan.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

10. To e-mail the Office of Traffic Safety (OTS) Public Information Officer at

pio@ots.ca.gov and copy the OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so that OTS has enough notice to arrange for attendance and/or participation in the event.

10/01/09 - 12/31/09 – **On Schedule.** The CHP is prepared to appropriately notify the OTS Public Information Officer during the coming months as significant events are planned.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

11. To submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS Public Information Officer at pio@ots.ca.gov and to the OTS Coordinator for approval 14 days prior to the production or duplication.

10/01/09 - 12/31/09 – Accomplished. Artwork for the educational and promotional items was submitted to OTS and approved in December 2009.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

12. To use on all videos, radio PSAs, television PSAs, etc. “a message from the California Highway Patrol (or just ‘CHP’) and the California Office of Traffic Safety.”

10/01/09 - 12/31/09 – On Schedule. The CHP has directed tmdgroup, Inc. to include this language in both the helmet safety and “share the road” DVD/PSAs.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

13. To conduct a minimum of 15 motorcycle safety and road sharing presentations at appropriate venues in the targeted areas by September 30, 2010, and an additional 30 motorcycle safety and road sharing presentations at appropriate venues in the targeted areas by September 30, 2011. These presentations will focus on educating the motoring public on road sharing, rules of the road, and motorcyclist safety and training.

10/01/09 - 12/31/09 – On Schedule. Two motorcycle safety and road sharing presentations were conducted during this reporting period. CHP Headquarters and Golden Gate Division personnel attended the San Mateo International Motorcycle Show November 20 - 22, 2009. CHP Headquarters and Southern Division personnel attended the Long Beach International Motorcycle Show December 4 - 6, 2009. Attendees at both events were provided with information about proper training and licensing through the California Motorcycle Safety Program (CMSP), proper safety gear including legal helmets, and general motorcycle safety.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

14. To attend motorcycle and automobile conferences both in and out-of-state to gather and disseminate information throughout the operations phase.

10/01/09 - 12/31/09 – On Schedule. CHP Headquarters personnel attended training sessions specific to the CMSP where program and other motorcycle safety information was disseminated and exchanged. CHP Headquarters personnel provided training and workshops as follows:

CHP Public Information Officer Training: October 14, 2009, in Redding, California; October 21, 2009, in Sacramento, California; November 13, 2009, in Benicia, California; and, November 19, 2009, in Fresno, California.

Professional Development Workshops: October 10, 2009, in Valencia, California; October 11, 2009, in Carlsbad, California; October 24, 2009, in San Jose, California; and, October 25, 2009, in Sacramento, California.

CMSP Quality Assurance Meeting/Training: November 9 -10, 2009, in Paso Robles, California.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

Objectives

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

- 15. To deploy uniformed personnel, including air support, on project-funded overtime along applicable routes, predominantly on roadways with a high number of motorcycle incidents or collisions resulting from unsafe speed, driving under the influence (DUI), following too closely, unsafe lane changes, improper turning and other primary collision factor violations by motorcyclists and other drivers.**

10/01/09 - 12/31/09 – **On Schedule.** Overtime allocations were distributed in the Operations Plan. Enforcement efforts are scheduled to begin in the next reporting quarter.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

- 16. To conduct a minimum of nine highly publicized motorcycle safety enforcement operation(s) in areas or during events with a high number of motorcycle incidents or collisions resulting from unsafe speed, DUI, following too closely, unsafe lane changes, improper turning and other primary collision factor violations by motorcyclists and other drivers.**

10/01/09 - 12/31/09 – **On Schedule.** Enforcement efforts are scheduled to begin in the next reporting quarter.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Objectives

17. To issue a post-project news release publicizing the project, promoting its benefits, and detailing its most favorable outcome by September 30, 2011.

10/01/09 - 12/31/09 – On Schedule. The post-project news release will be issued during the last quarter of the grant.

01/01/10 – 03/31/10 –

04/01/10 – 06/30/10 –

07/01/10 – 09/30/10 –

10/01/10 - 12/31/10 –

01/01/11 – 03/31/11 –

04/01/11 – 06/30/11 –

07/01/11 - 09/30/11 –

Other Traffic Safety Related Activities (not specified in goals and objectives)

Special Projects Section (SPS) developed a package to request the printing of a related, non-grant specific motorcycle safety message on the bottom of all pay warrants issued to both active and retired State of California employees by the State Controller's Office. The message is expected to appear on the April 2010 pay warrant as a lead-in to "May as Motorcycle Awareness Month." Additionally, SPS is researching the placement of motorcycle safety messages on changeable message signs located on major highways within the targeted counties to further bolster motorcycle safety awareness.

Documentation Items (attached)

List documentation items, such as OTS approved press releases, print articles, news clips, photos, etc.

Operations Plan, Language Survey Results, Kick Off Press Release, and news articles.

**MAIL COMPLETED QPR TO: Office of Traffic Safety
2208 Kausen Drive, Suite 300
Elk Grove, CA 95758**